



**We are my·Face**

2015: Initiatives & Impact

*We believe...*



Eduardo D. Rodriguez, MD, DDS  
Chair, Department of Plastic Surgery  
Director, Institute of Reconstructive Plastic Surgery  
Helen L. Kimmel Professor of Reconstructive Plastic Surgery  
NYU Langone Medical Center

## *in the* **POWER OF "WE"**

myFace exists to **transform patients' lives** by funding medical procedures and research performed at the Institute of Reconstructive Plastic Surgery at NYU Langone Medical Center to repair facial disfigurement, and by providing social, psychological and financial support to families in need.



Leo  
Unilateral Cleft lip & Palate



**WE ARE  
ALWAYS**  
*Caring*

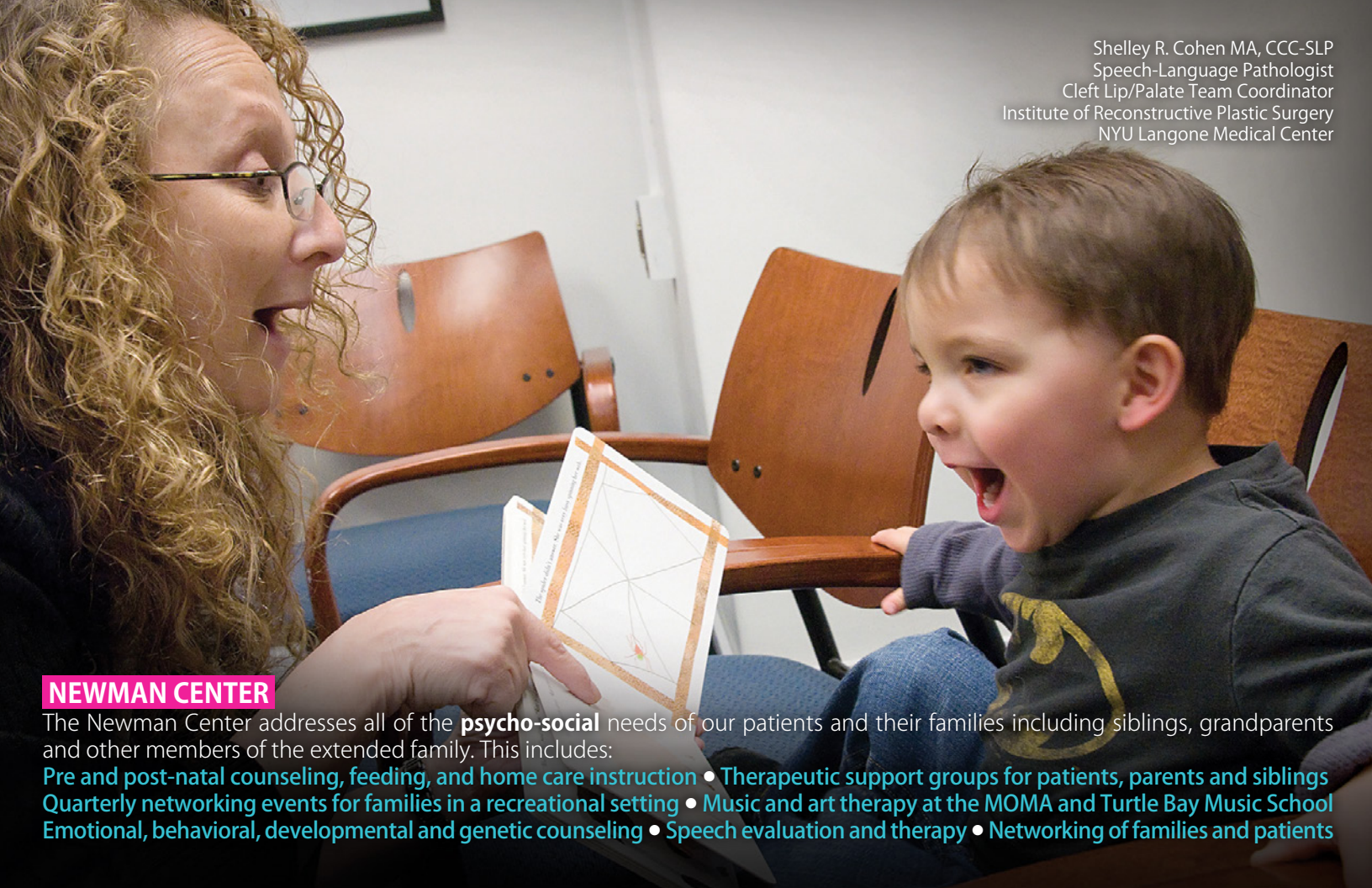
Founded in 1955 with the support of the National Foundation for Facial Reconstruction, now operating as **myFace**, the mission of NYU Langone's Institute of Reconstructive Plastic Surgery is to provide **expert, comprehensive care for patients who require reconstructive craniofacial surgery.**

Lawrence E. Brecht, D.D.S.  
Director of Dental Services & Craniofacial Prosthetics  
Institute of Reconstructive Plastic Surgery  
NYU Langone Medical Center

David A. Staffenberg, MD, DSci (Hon)  
Vice Chairman, Department of Plastic Surgery  
Program Director, Craniofacial Surgery  
Professor, Plastic Surgery & Pediatrics  
NYU Langone Medical Center

Housed in a 7,000-square-foot **state-of-the-art facility**, the Institute of Reconstructive Plastic Surgery has full-service outpatient operating rooms, a comfortable waiting area with a playroom for children, exam rooms, a digital X-ray suite, and an orthodontic dental unit featuring entertainment systems with each chair.





Shelley R. Cohen MA, CCC-SLP  
Speech-Language Pathologist  
Cleft Lip/Palate Team Coordinator  
Institute of Reconstructive Plastic Surgery  
NYU Langone Medical Center

### NEWMAN CENTER

The Newman Center addresses all of the **psycho-social** needs of our patients and their families including siblings, grandparents and other members of the extended family. This includes:

**Pre and post-natal counseling, feeding, and home care instruction • Therapeutic support groups for patients, parents and siblings**  
**Quarterly networking events for families in a recreational setting • Music and art therapy at the MOMA and Turtle Bay Music School**  
**Emotional, behavioral, developmental and genetic counseling • Speech evaluation and therapy • Networking of families and patients**

myFace hired **Etoile Leblanc, PH.D.** this year to create a Craniofacial Speech Physiology Center at the IRPS.

The Center provides **innovative clinical speech physiology services** and research initiatives, which embody the values and mission of myFace and the Institute of Plastic and Reconstructive Surgery.



Etoile M. LeBlanc, PhD  
Clinical Specialist, Craniofacial Speech Physiology  
Institute of Reconstructive Plastic Surgery  
NYU Langone Medical Center



Barry H. Grayson, D.D.S.  
Associate Professor of Plastic Surgery (Orthodontics)  
Clinical Associate Professor of Orthodontics NYU  
School of Dentistry (Orthodontics)

WE ARE ALWAYS  
*Empowering*



### FAMILY SUPPORT

myFace recognizes the **critical need for family support groups** designed to provide much-needed guidance and support for our patients, their siblings, and their parents. The patients and families we serve are multi-cultural and span the range of socioeconomic levels, with each family having its own sensitivities. These must always be considered when working with a child or a family.

myFace addresses the following issues:

Relationships • Fear and Anxiety • Transitions and fitting in • Functional challenges  
Sibling rivalry and guilt • Teasing and Bullying • Recognizing self-worth • Empowerment





Today I am scared. Getting ready for surgery never gets easier. Nathaniel has not stopped laughing all morning. Does he remember why we are going? Is he scared? Is it a defense mechanism? What is in my son's head? I hate not knowing. I weep at the thought that deep inside he is scared.

Notice a trend here. Dad cries, Nathaniel smiles. As always, he smiles. **Words like "warrior" and "hero" no longer seem to do my son justice. He is simply beyond description.** He is not alone. Nathaniel and the other Cranio-Families are blessed with indescribable miracle children. I simply sit in awe of mine and weep.

-Russel Newman, Father of Nathaniel



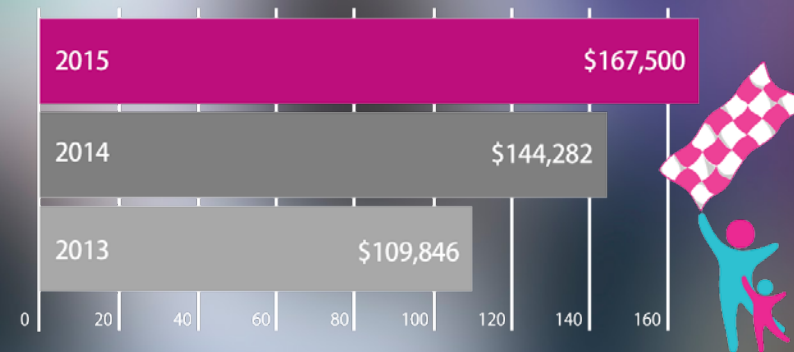
Nathaniel  
Treacher Collins Syndrome

## ENHANCEMENT OF NEWMAN FAMILY SUPPORT CENTER PROGRAMS

### Races for Faces

We strive to create an environment where the children feel safe to enjoy themselves without thoughts of doctors, surgery and therapy. A new route along the Hudson River gave us a greater amount of visibility and helped raise more funds and awareness.

#### Funds raised for Races for Faces



### Holiday Party

The annual myFace holiday party for patients and their families gave joy to 450 celebrants with gifts, fantastic food, a visit with Santa and his elves as well as a professional magic show and face painting.



# WE ARE ALWAYS *Collaborating*

*Wonder* is a book about Auggie, who, after being homeschooled, enters the 5th grade of a regular school. Though he's had 27 surgeries, Auggie's features still "look like they've been melted, like the drippings of a candle", earning him nicknames like "Freak" and "Lizard Face".

Despite his physical ailments, Auggie's an engaging boy who's smart, funny, kind and brave, and who feels pretty normal inside. Palacio intersperses Auggie's first-person narrative with the voices of family members and classmates, wisely expanding the story beyond Auggie's viewpoint and demonstrating that Auggie's arrival at school doesn't just test him, it affects everyone in the community.

Auggie is based on an IRPS patient born with Treacher Collins Syndrome, characterized by multiple anomalies such as absent cheekbones and ears, diminutive jaw, near deafness and the need for a tracheostomy. Ms. Palacio wrote *Wonder* as a result of an encounter of her sons with this young IRPS patient in a Brooklyn ice cream parlor. Her boys' negative reaction towards this child compelled her to conduct extensive research and write this endearing novel in order to raise awareness about difference and to teach people to be kind.

This New York Times Best Seller is the ideal foundation for the **pro-compassion English Language Arts curriculum that myFace is developing**. Working in collaboration with *Wonder's* author, R. J. Palacio, we will be launching our empathy education in schools throughout the US this fall. If you are interested in your school offering these classes, please contact us at [info@myFace.org](mailto:info@myFace.org).



myFace presents *Wonder* at the Commack School in Spring 2015

## *The Wonder Project*



# 100

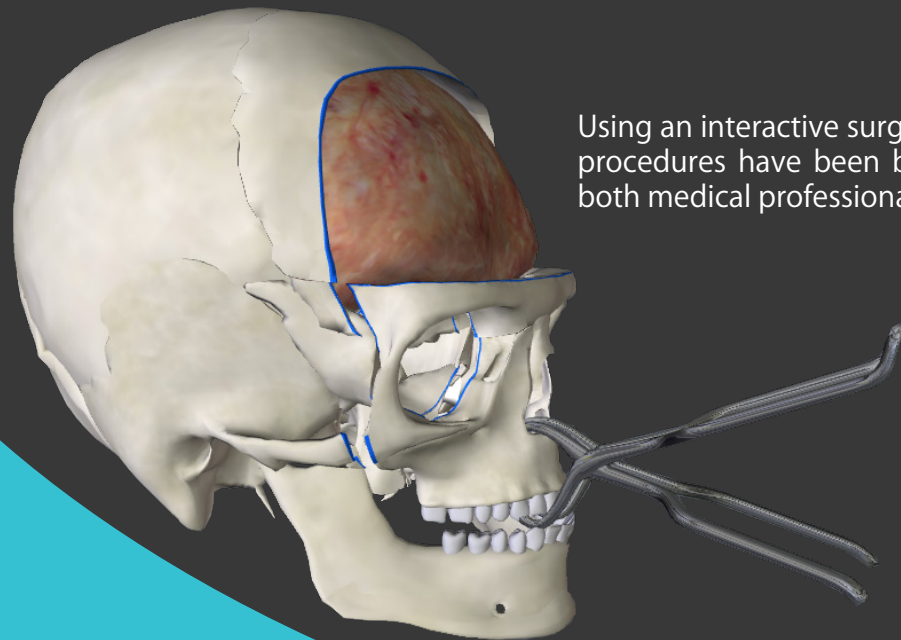
TEACHERS ATTENDED  
WORKSHOPS PRESENTED BY  
MYFACE IN PARTNERSHIP  
WITH FACING HISTORY  
& OURSELVES

# 175

TEACHERS IMPLEMENTED  
THE MYFACE CURRICULUM  
IN THE CLASSROOM



Over the past two decades, the pioneers at the Institute of Reconstructive Plastic Surgery have led the world in the creation of a **Craniofacial Virtual Surgical Atlas** which provides innovative methods of teaching and distributing surgical knowledge.



Using an interactive surgical simulation platform, ten surgical procedures have been broken down into discrete steps for both medical professionals and patients' families.

The viewer is able to trigger intra-operative surgical video, voice over, images and 3D labels at various points in the procedure to access didactic knowledge necessary to fully understand complex three dimensional surgical concepts.

Like a pilot trained on a simulator before commanding a plane with passengers, this **groundbreaking** teaching tool will teach a new generation of surgeons trained in intricate procedures on a computer before they operate on a child's face.



Please visit our recently launched website **myface3d.org** and download our app!  
**Stay tuned for our upcoming patient portal on the myFace website for parents/families!**

**WE ARE ALWAYS**  
*Innovating*



# WE ARE ALWAYS *Persevering*

"I've never felt like I had a place. I always felt alone. Meeting others that understand you is such a blessing and helped me overcome my feeling of aloneness. Since coming to myFace, I have felt like I belong somewhere. The team of doctors at the IRPS are like none other and I feel like I am visiting family each time I come in. For me, myFace means acceptance, support and love and that is why I will forever be grateful for my myFace family."

Adiam  
Crouzon syndrome



*Did you know?*

100%

OF THE CHILDREN WE SUPPORT  
COMPLETE HIGH SCHOOL

VS.

60%

OF THE GENERAL POPULATION  
COMPLETE HIGH SCHOOL

30.7%

OF STUDENTS WITH DISABILITIES  
COMPLETE HIGH SCHOOL

"myFace has opened doors for me to continue helping my daughter. I call them my earth angels. I like that they make Claudia feel special. **They have motivated me to be positive and appreciate life.**"

Griselda, Mother of Claudia



Adam Oliver Syndrome/Amniotic Band Syndrome

Claudia





Thanks to a **generous grant** from the Southwest Airlines Medical Transportation Grant Program, we are often able to provide complimentary roundtrip airfare to our out-of-town families.

myFace has four beautiful family apartments across from the IRPS, **provided complimentary** for out-of-town families.

Norah  
Pierre Robin sequence

Alonso  
Craniosynostosis & Crouzon syndrome



Thank you so much for providing this wonderful apartment to us during our stay in NYC. It was so convenient for us to be so close for Everlens' appointments and surgery. The perfect location! We have made many special memories in this cute, cozy place. Your staff and hospitality far exceeded our expectations! Thank you for your work + service!

♡-

Everlens Lois  
+  
Mallory Neptune

Thank you for the use of the apartment so close to the hospital. It's nice to have a foundation that not only understands having a child with complex medical needs but specifically craniofacial needs.

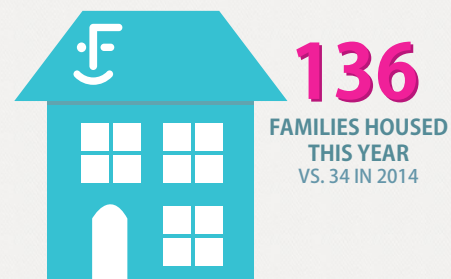
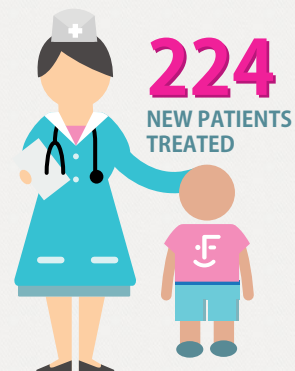
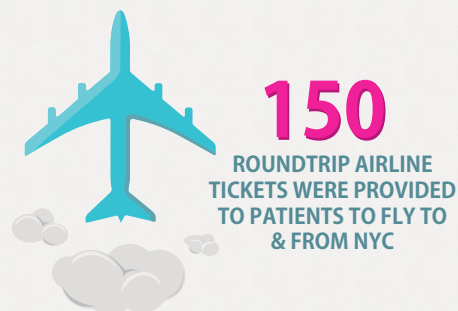
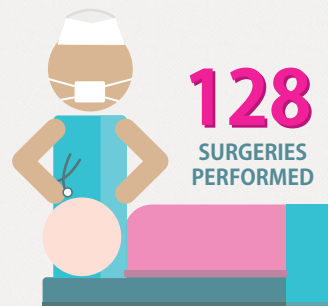
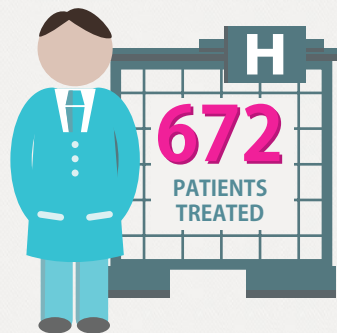
McCullagh Family  
Phoenix, Arizona

The apartment was so wonderful & convenient. We came from Oklahoma, and it was our "home away from home." Thanks so much!

Carson Wade Family  
Aaron, Makenzie, Jordan,  
Blake & Carson



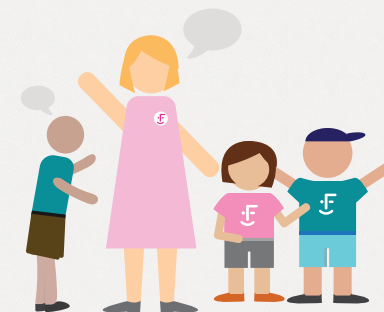
## MEETING THE NEED IN 2015



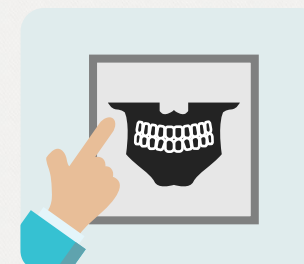
## LEADING THE MOVEMENT IN PSYCHOSOCIAL CARE

**2,200**

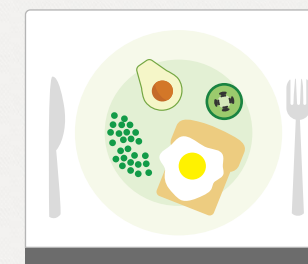
PATIENTS & FAMILY MEMBERS  
RECEIVED CARE THROUGH  
THE NEWMAN FAMILY  
SUPPORT CENTER



INDIVIDUAL & GROUP  
COUNSELING



STATE-OF-THE-ART  
DENTAL CARE



NUTRITIONAL  
COUNSELING

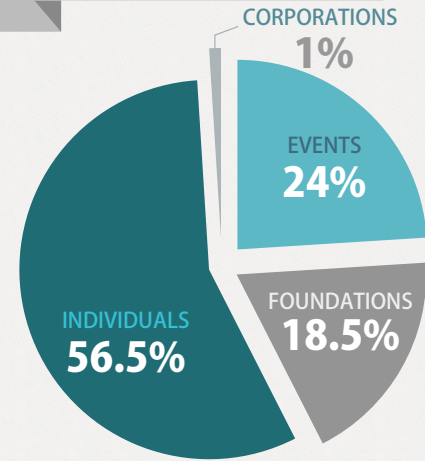


SPEECH EVALUATION  
& THERAPY

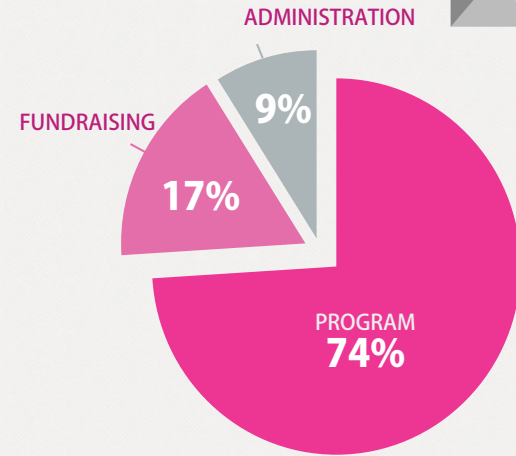


2015

## REVENUE



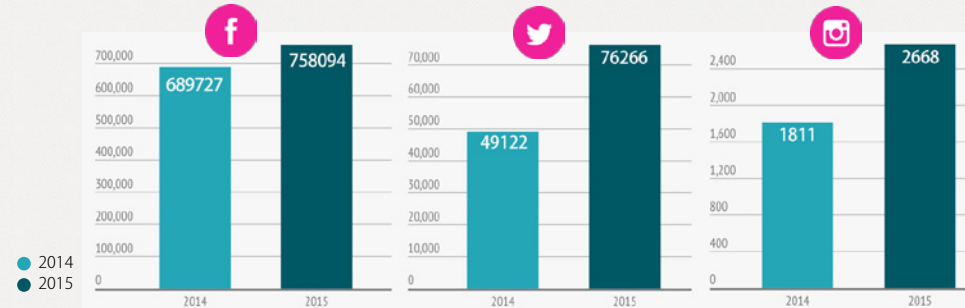
## EXPENSES



## SOCIAL MEDIA/ONLINE ENGAGEMENT

**120,689**

SESSIONS ON MYFACE.ORG IN 2015  
VS. 6,374 IN 2014



**myFace  
Gala**  
**May 11, 2016**

Please join us for the myFace Gala at Pier Sixty, Chelsea Piers  
Celebrate how your generosity transforms lives



# LEADERSHIP

## BOARD OF TRUSTEES

### President

Barbara H. Zuckerberg

### Chairman

John R. Gordon

### Vice Presidents

Yoron Cohen

Frederick M. Friedman

Jane M. Gould

Joseph G. McCarthy, MD

Anne McGuinness

Wilson S. Neely, Esq.

Phebe Miller Olcay, Esq.

Eduardo Rodriguez, MD

William Villafranco

### Secretary

Sondra Neuschotz

### Treasurer

Jeremiah M. Bogert

### Trustees

Lawrence Brecht, MD

Susan Friedman

Antoinette Guerrini-Maraldi

Alexes Hazen, MD

Steve McGuinness

Russel Newman

Laura Posada

Daniel Rosenbloom

Deborah Shapiro

David A. Staffenberg, MD

Clare Thomas

John C. Wohlstetter

### Honorary Trustees

Brownlee O. Currey

Court Baldwin Cutting, MD

Jerome T. Falk

Scott Greenstein

Bruce Morrow

Mrs. Rawleigh Warner, Jr.

Roger S. Weber

# You are myFace

## Your generosity transforms lives:

- Make a contribution
- Include myFace in your Will or Trust
- Engage your company
- Volunteer your time
- Share your expertise
- Become a myFace ambassador



### *In loving memory of Eileen Newman*

We mourn the loss of our late President Eileen Newman, whose generosity of spirit and desire to help people in need extended and evolved throughout her life. Her memory and dedication to the children and families of myFace will live on in the Newman Family Support Center and the Newman Family Adult Support Fund.

**myFace supports full disclosure of our financial information**

To learn more, please visit: [myFace.org/Financials](https://myface.org/Financials)

Akemi  
Bilateral Cleft Lip & Palate



**Dear myFace Friends,**

The Power of “We” is a very compelling notion. The Power of “We” is community: **you**, myFace patients and their families.

## The Power of “We”

- Enables medical, dental, surgical and psychosocial care and treatment for patients and families who could not otherwise afford this state-of-the-art care.
- Transforms the life of a child born with a cleft lip and palate.
- Makes it possible for myFace to be pioneers, in the operating room as well as the classroom.
- Enables patients and families to network so that they experience strength and courage as they undergo multiple surgeries often times before the children are of school age.

The Power of “We” has transformed the lives of over 65,000 patients with craniofacial conditions.

We exist solely because of you. **Together, We are myFace.**

There will always be patients and families needing our help; myFace is always there for them thanks to your generosity. Their gratitude is immeasurable as you change their lives.

Your gift is extremely important because it offers immediate resources that are directed to meet current needs. Your gift will help make an immediate impact on urgently needed medical, surgical and psychosocial services for all members of our craniofacial community.

Adiam, now 23, born with Crouzon syndrome, has been a patient since she was 3 years old. She credits myFace with much of her success:

"When I was introduced to myFace, my life completely changed. myFace has helped me in so many ways from building my confidence to not allowing my insecurities to take over. For me, myFace means acceptance, support and love and that is why I will forever be grateful for my myFace family."

We ask that you support myFace by making a gift, large or small, today. Every dollar donated supports the unique and critical mission of myFace and affirms the Power of “We.”

With heartfelt gratitude,

Carolyn Spear

**Carolyn Spector**  
Executive Director

[illegible]





**We are** the Global Model for Craniofacial Care and Treatment

333 East 30th Street, Lobby Office New York, NY 10016

**P.** 212.263.6656 **F.** 212.263.7534

**myFace.org**

**Carolyn Spector**

Executive Director

**Sean Schulich**

Director of  
Development

**Kir Selert**

Development &  
Events Manager

**Dina Zuckerberg**

Director of  
Family Programs

**Eddie Plata**

Office Manager

**Denise Maldonado**

Creative Director

**Lin-En Chen**

Web & Marketing  
Manager

**Photography:**

Mary Spano: pages 3-5, 9, 10, 16 & 21

Denise Maldonado: pages 17, 22 & 25

Saulo Villela: pages 1, 2, 7 & 18

Rosemary Peralta: page 6